

WISCONSIN URBAN FORESTRY COUNCIL

June 20, 2012

UW- Stevens Point – Stevens Point, WI

In Attendance: Kelli Tuttle, Patty Drier, Tom Dunbar, Tom Landgraf, Les Werner, Ken Ottman, Don Merkes, Shirley Brabender-Mattox, Mark Freberg, Marla Eddy, Art Ode, Leif Hubbard, Jordan Skiff, Dan Traas, Jeff Wolters

Ex Officio members in attendance: Laura Wyatt and Dick Rideout

Members Absent: Bob Brush, John Gall, Greg Kessler, Bryan Spencer, Jeff Treu, Joe Wilson, Vijai Pandian, Kevin Westphal

Guests: Bruce Allison

1) Call to Order and Introduction

Kelli Tuttle

Kelli Tuttle called the meeting to order at 2:40 pm and asked meeting participants to introduce themselves. Leif Hubbard moved to approve the 3/8/12 meeting minutes; seconded by Don Merkes. Tom Landgraf noted he did not attend the March meeting and minutes need to be corrected. Amended motion passed. Kelli announced Joe Wilson's resignation due to increasing workload and a special fund raising project he is leading.

2) UF Business Plan

Bruce Allison

Bruce Allison introduced himself and his role as Urban Forestry Council (UFC) representative to the governor appointed Wisconsin Council on Forestry (a role previously held by Ken Ottman). Bruce is honored to serve on behalf of the UFC and welcomes communication with Council members. Bruce previously served on the UFC from 1992 through 2009, also serving as Council chair. Bruce thanked UFC members for responding to requests for participation on the development of a UF Business Plan, as requested by the Council on Forestry. Bruce shared with the UFC the plan he will present to the Council on Forestry at their June meeting. Bruce will share the outcome of that meeting with the UFC. An invitation for Bruce to rejoin the UFC was extended.

3) Nominations

Kelli Tuttle

Kelli announced that Tom Dunbar will not be able to move into the UFC chair position due to job changes. The nominating committee is proposing that Kelli continue to serve as Chair through June 30, 2013 with Marla Eddy filling the co-chair position. During the 2013 nominations, Marla will be presented as UFC chair. Leif Hubbard moved to elect Kelli Tuttle as chair and Marla Eddy as co-chair for the period of 7/1/2012 to 6/30/2013; Shirley Mattox seconded. Motion unanimously passed.

UFC members not renewing for an additional term: Bob Brush, Vijai Pandian, Dan Traas

Kelli presented the following slate for consideration (terms through 6/30/15):
Reappointment – Tom Landgraf, Jeff Treu, Les Werner, Jeff Wolters

New appointments – Bruce Allison, Todd Chwala, Christopher Deegan, John DuPlissis, Dan Green, Dan Siewert, Terry Sime, David Sivy, Blake Theisen

Dan Traas moved the UFC cast a unanimous ballot for the slate as presented; seconded by Jeff Wolters. Motion passed.

4) Future Focus – Task Focus

Kelli Tuttle

Kelli announced the polling results of priority strategies conducted at the March meeting and through e-mail survey. They are (not in any order):

- Advisory

- Promoting tree planting and preservation as a means to help manage storm water runoff
- Facilitate tree diversity discussion to explore issues related to supply and demand of diverse species availability to promote species and age diversity

UFC members were asked to select one of the three topics they would be willing to work on and divide into three discussion groups and begin developing a preliminary action plan using the *Strategic Action Planning* handout as a tool.

The groups met and then reported out:

Advisory:

Ken Ottman, Patty Dreier, Leif Hubbard, Les Werner and Tom Landgraf

The group sees that with the new business plan, the UFC has a strategic opportunity to advise on staff roles and inventory. They would like to see UFC be a more active adviser rather than a passive approver. UFC would be proactive; not reactive.

Opportunities for engagement:

- Reviewing functions of UF staff roles and their work plans
- Reviewing and advising on the review of grant funds
- Review and advise on legislative issues
- Review and advise on allocation of DNR & UF staff

Trees & Stormwater

Jordan Skiff, Shirley Mattox, Don Merkes, Kelli Tuttle, Tom Dunbar, Laura Wyatt (this is a focus area for Laura)

Committee felt they needed to learn more about the issue and what communities are currently doing. Although it is most desired to establish a credit system for the utilization of trees in stormwater management, the committee realizes a tremendous amount of research is required to develop the needed models. The committee is supportive of getting the research complete and feels they could be most useful in promoting the incorporation of these models (once developed) with state water authorities. They plant to:

- Research and learn more about the current situation
- Survey what communities are currently doing and share this
- Reach out and identify potential partners (public works, WASLA, city planners, sustainability groups, etc.)

Tress & Diversity:

Jeff Wolters, Dan Traas, Marla Eddy, Art Ode, Mark Freberg, Dick Rideout (this is a focus area for Dick)

Opportunities:

- New inventory data currently being collected and canopy information
- EAB is creating opportunities for planting
- Being “green” is a popular concept which people like to support

Desired state:

- Improve communication between partners regarding issues of:
 - Supply and need
 - New products
 - Improving contract compliance

Tasks:

- Survey networking groups:
 - What trees are communities looking for?

- What trees are working?
- Working with WGIF

Partners:

- Nurseries, landscape architects, contractors

ACTION: Kelli encouraged groups to meet informally before the September meeting to continue the dialog. Laura would be happy to set-up conference calls. Kelli reminded everyone of the 9 new members who will be joining the Council in September and to consider ways to get these new members engaged.

5) Open Mic

Comment period was shortened due to time. At the next meeting:

ACTION: Don Merkes would like to have an informal report from folks regarding where community budgets are and Bruce Allison was asked to report back on the UF business plan and reaction from the Council on Forestry.

Meeting adjourned: 3:35pm

NEXT meeting: September 7 in Stevens Point